

Men Should Choose the Easter Suit From Our "Invincible" Line at \$16.50—Equal to \$25 Suits Offered You Elsewhere—Third Floor Have Luncheon Down Town Today in Our Beautiful 7th-Floor Restaurant—Jansci's Hungarian Orchestra Plays at Noontime Daily

HEAR THE LATEST PHONOGRAPH RECORDS—appropriate for Easter, on the Columbia or Victor Talking Machines here in our Fifth Floor Parlors. Any style Machine sold on our Club Plan of easy installments.

Bring Your Kodak Films Here—to be developed and printed. Satisfactory work guaranteed. We sell only the dependable N. C. Films, recommended for best results.



Purchase Furniture—on our Club Plan of easy installments. This courtesy we extend whether you purchase at regular or sale prices. Fourth Floor. Both Buildings.

HOME OWNERS AND RENTAL AGENTS—submitting lists to our Free Rental Bureau are placed in direct communication with prospective tenants free. NURSERY—on the Fourth Floor, where infants are cared for while mothers shop.

# Our 1207<sup>th</sup> Old Fashioned Surprise

Inaugurated Nearly 24 Years Ago—Today, As Always, Offers You Unparalleled Savings in Needs for the Home and Self!

*Our 1207<sup>th</sup> Old Fashioned Surprise Sales.*

## 200 New Spring Coats

**Samples of New Spring Models--All Man-Tailored Regularly \$12.50 to \$18.00**



A special purchase of makers' Sample Coats, in the new Spring styles for women and misses, brings 200 of them, timely for this Surprise Sale. Two models are just as illustrated. Your choice of either short or full-length Coats. Some made in Norfolk style, with patent leather belt, others box Coat models with belt, or semi-fitted styles with belt across the back, finished with large novelty buttons. Many Coats in this special lot have the popular raglan sleeves with close-fitting collar. The materials are tweeds, worsteds, serges and mannish mixtures. In navy, tan, gray, leather and novelty mixtures. Also the modish diagonal stripe. See them in the Fifth-street window! Owing to the limited number of each style, no Coats sent on approval and none C. O. D. Early choice Friday is imperative for comprehensive selection. Ordinarily you'd pay \$12.50 to \$18 for these Coats we include for one day only.

**--At \$6.25**  
For Women, Sizes 32 to 38 Bust Measure  
For Misses, Sizes 14, 16 and 18 Years  
—Second Floor, Main Building

## 20c 'Kerchiefs To 50c Neckw'r

Women will delight in the pleasing choice possible here in this line of fine shear linen and linen lawn Handkerchiefs! Have narrow hem-stitched and hand-embroidered borders and initials without wreaths. Regular 20c 'Kerchiefs that we offer for Friday only at,

**--4 for 50c**  
**--Each 14c**  
—First Floor, Main Building.—Mail Orders Filled.

## To 35c Ribbons

A Ribbon Surprise for Friday at extraordinary reductions! All-silk, high-grade Ribbons. Plain and moire, in all styles. Also satin taffeta, in 5 and 6-inch widths. Great variety of staple and wanted shades—all unrolled. Most suited for hair bows, sashes, millinery. 25c to 17c 35c grades at only

**19c**  
—First Floor, Main Building.—Mail Orders Filled.

## ANNOUNCEMENT

Miss Dorothea Nash, Pianist Will Give An Interesting and Instructive **Lecture Recital**

Monday Afternoon  
March 24th, 2:30 P. M.  
In Our Seventh Floor  
**Tea Room**

Explaining in Story the Beautiful Opera "Jewels of the Madonna"

to be sung by the world's celebrated Chicago Grand Opera Company at the Orpheum Theatre (formerly Heilig). Miss Nash will play extracts from the score of this opera and Auzetophone Records will also be heard.

INFORMAL  
*Meier & Frank Co.*

*Our 1207<sup>th</sup> Old Fashioned Surprise Sales.*

## Dainty Voile & Chiffon Waists, \$3.55



Regular \$6 and \$6.50 Models

Mail Orders Filled

Priced almost at half their real worth are these dainty and beautiful Waists we include for Friday only. Made in pleasing styles of soft and beautiful voiles and chiffons over silkoline or net linings and bands of silk in the new and modish draped effect. Two of the Waists are just as illustrated above. Some have the popular Robespierre collars of satin, with net yokes. Other Waists are of fancy striped washable silks—crepe, habutai and Japanese. Short and long sleeve models. They're regular \$6 and \$6.50 Waists we special at

**\$3.55**  
—Second Floor, Main Building.—Mail Orders Filled.

## Knit Underw'r

Women's Kayser Knit Vests and Union Suits, with beautiful hand-crocheted yokes; tight knee style, lace trimmed. Also Venetian silk Vests, plain and embroidered, with banded tops. Regular \$1.50 to \$2.50 Underwear, reduced for Friday only, special at, the garment

**98c**  
—First Floor, Main Building.—Mail Orders Filled.

*Our 1207<sup>th</sup> Old Fashioned Surprise Sales.*

## Lingerie

Ready-Made and Stamped

Women's ready-made Lingerie in dainty stamped eyelet designs for embroidery—Night Dresses, Corset Covers, Chemise and Drawers. Each garment in sealed package, with cotton for finishing. Regular 75c to \$1.50 garments, Fri- 1/2 Price day only, at exactly

**90c**  
—Third Floor, Main Building.

*Our 1207<sup>th</sup> Old Fashioned Surprise Sales.*

## Men Choose Ties Today

Regular 25c, 35c Grades

At 17c

See Window Display



An immense special purchase of Men's new Silk Four-in-Hand Ties is accountable for this wonderful surprise offering for today! From two of the largest neckwear manufacturers in the country comes this handsome array of Cravats! And they're the most ideal patterns and colors for Spring wear. Included in unusual variety are Ties with wide flowing ends, French folds and reversibles; also tubular styles. In endless variety of plain colors—both striped and figured patterns. And the materials are of finest quality Barathea, Peau de Soi, Grosgrain, Bengalines, Poplins and fancy ribbed Silks. Come today, you'll find marvelous showing of these handsome Ties on three large tables in the Main Aisle. For one day only do we offer these.

**25c, 35c Silk Ties, 3 for 50c Each 17c**  
—Just Inside Morrison-St. Entrance.—Mail Orders Filled.

*Our 1207<sup>th</sup> Old Fashioned Surprise Sales.*

## Women's Nainsook & Cambric Gowns

Special Lot of Samples Offered in 2 Big Groups



A surprise offering that hundreds of Portland women will welcome, is this we make on Women's Gowns! It's a fortunate purchase of samples we include for this event. Owing to the limited number of each style of Gown we cannot accept telephone orders. While many styles are included, they're mostly the favorite slip-over models. All of fine quality nainsook or soft finish cambric. Daintily trimmed in lace and embroidery. For one day only—Friday—you have the opportunity to choose from these two great groups of Gowns at these extraordinary reductions:

**Lot 1** Regular \$1.25, \$1.50 and \$1.75 Gowns for Women Priced for Friday's Selling at **\$1.00**

**Lot 2** Regular \$1.95, \$2, \$2.50 and \$3 Gowns for Women Priced for Friday's Selling at **\$1.69**

*Our 1207<sup>th</sup> Old Fashioned Surprise Sales.*

## Corsets

FAMOUS MAKES AT \$1.67

Women are sure to find in this splendid lot of high-grade Corsets, a model perfectly suited to every individual figure. They're made with medium or low bust, and the favored long-hip style; daintily trimmed in every Corset with lace or embroidery. They're broken lines of three well-known and popular makes of Corsets. Offered at far less than their real worth when we price them for Friday only at \$1.67. Come to our Corset Parlors today—you'll find exceptional choice in this special group of Corsets!

—Second Floor, New Building.—Mail Orders Filled.

## \$1 to \$1.50 Hand Bags, 79c



Even at the regular prices, these Handbags are of unusual good quality and smart styles—both shopping and novelty Bags included. They're of Morocco and seal grain leathers—several styles as illustrated. Have leatherette and moire linings and all fitted with extra coin purse. Choose today from this swagger group of novelty and Shopping Bags. Regular \$1.00 and \$1.50 grades. Priced for today's selling

**79c**

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## \$7 Sweater Coats \$3.39



Scores of men and women were not supplied with the needed Sweater Coat, owing to the unusual demands during our last Sale. For today only, we again make you that exceptional offer—\$7 Sweater Coats at \$3.39. Every Sweater Coat is of finest quality pure wool worsted and in the popular Shaker-knit style. You've choice of ruffneck, Byron and V-shaped collars. Also the new Norfolk style in oxford gray, white, navy, crimson, maroon, brown and green. Pockets are knitted in, fine pearl button fastening and all sizes from 34 to 46. Choose now for use at the beach, for outings, motor trips and chilly evenings. Regular \$7.00 Sweater Coats, today only \$3.39.

—Just Inside Morrison-St. Entrance.

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## Mitred Carpet Rugs for the Home

Both serviceable and attractive are these Mitred Carpet Rugs! They're unusually well made from Wilton, Axminster, Velvet and Body Brussels Carpets. In handsome bordered designs. We've grouped three lots of these popular Mitred Carpet Rugs and specially priced them for today only—At \$1.25, \$1 and 75c

**CARPET FOOTSTOOLS**—a great comfort in the home for the foot-weary, give added restfulness to elderly people. Durable made of Axminster and Velvet Carpets. Specially priced for Friday's selling at only, ea. **49c**

## Drapery Remnants

Our entire stock of short-length pieces of Drapery Materials have been measured and marked at tremendous reductions for this one-day Surprise Sale. Included are Scrims, Cretonnes, Soudours, Bungalow Nets, Silks, Denims, Burlaps, Colored Muslins, Rattines and Swisses. 1 to 5-yard Remnants, and you'll find scores of uses in the home, or anticipate now for your needs in the beach cottage. Seldom such savings are possible. Choose today only from these Drapery Remnants at this exceptional offer

**1/2 Price**

## Folding Sewing Tables

98c Friday Only



98c Friday Only

100 Reserved for Mail Orders

Every home should possess one of these convenient Maple Sewing Tables. They're folding style and just as illustrated. Made with accurate yard measure on top. For Friday only, we offer these Tables at

**--Only 98c**  
—Fourth Floor, Main Building.—Mail Orders Filled.

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## Infants' Long Coats Reduced

All mothers like dainty garments for the infant. And for today we offer the most winsome Long Coats and Hood Capes from our immense stock at reductions in many instances of more than half. Coats of cashmere, corded silk, China silk and Bedford cords. Many are hand-made. Some have become slightly soiled from handling. The following reductions are in force for one day only—Friday.

**Coats** That sell regularly at \$5.50, \$9 and \$12, for Friday only, special at **\$3.95**

**Coats** That sell regularly at \$9, \$12 and \$12.50, for Friday only, special at **\$5.00**

**Coats** That sell regularly at \$12, \$16.50, \$18 and \$22.50, Friday only at **\$8.95**

**Coats** That sell regularly at \$24, today, each, **\$10.00** That sell regularly at \$30 and \$35, for **\$15.00**

**\$4.00 Hood Capes, today only, \$2.95**  
**\$5.50 Hood Capes, today only, \$3.95**  
**\$5.50, \$6 and \$7 Hood Capes, \$4.95**

**Children's \$2 Petticoats, \$1.00**

At exactly half price have we marked these children's hand-made Petticoats for today only. Of finest soft finish French cambric on waists. Two styles to choose from—one has hand-embroidered scalloped edge, other Petticoats finished with deep hem. Hand-scalloped edge and tucks at top of hem. Sizes 6 months, 1 year, 2 years and 3 years. \$2 Petticoats—while any remain **\$1.00**

—Second Floor, New Building.

